



# The New Downtown The New Approach to Downtown Revitalization

MASSACHUSETTS ASSOCIATION OF  
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Emmy Hahn, Program Coordinator  
MA Downtown Initiative  
Dept. of Housing & Community Development  
Boston, MA 02114  
[elizabeth.hahn@state.ma.us](mailto:elizabeth.hahn@state.ma.us)

Elaine Wijnja, AICP  
Principal Land Use Planner  
Dept. of Housing & Community Development  
Boston, MA 02114  
[elaine.wijnja@state.ma.us](mailto:elaine.wijnja@state.ma.us)

# Community Assistance Unit

## Working in Partnership with Communities

- Housing Development
- Land Use Planning and Zoning
- Municipal Governance
- Community and Economic Development
- Downtown Revitalization
- Sustainable Development
- Relocation Requirements and Benefits

# Community Assistance Unit

## Technical Assistance and Training:

- One-to-One Staff Support
- Presentations and Workshops
- Professional and Peer Consultants
- Website and Written guides



# New Attitude

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- The Mall is Not the Route of All Problems
- Role as Economic Engine
- Market Role Within Historical/Community Context

# Everything Old Is New Again

- Master Plans
- Urban Renewal
- Visioning
- Zoning
- Culture- The Arts
- Housing
- Parking=Garages
- Public Private Partnership  
(Town and Main Street)

- Downtown Plans
- UR/Community Planning Process
- Extended Visioning Process
- Overlays
- Creative Economy
- Housing
- Parking = Parking Management
- Public Private Partnerships  
(Town and Business Improvement Districts)

# Three Areas of Concentration

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1. Planning
2. Economic Development
3. Organization

# PLANNING

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- Assess Current Situation
- Community Input and Consensus Building
- Strategies for Change

# ASSESS CURRENT SITUATION

- Zoning
- Housing
- Parking



# Assess Current Situation - Zoning

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- What is the Current Zoning
- Does it Support the Vision or Economic Strategy for the Downtown

# Assess Current Situation - Housing



- Inventory Housing
- Inventory Future Housing Potential

# Assess Current Situation - Parking

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- List All Private and Public Spaces
- Inventory All Pricing - Meters to Garages
- Start the Educational Process About a Managed Parking Program

# PLANNING

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- Assess Current Situation
- Community Input and Consensus Building
- Strategies for Change

**This all gets rolled up into .....**



# Community Input and Consensus Building

## Visioning

- National Charrette Institute (NCI) Charrette Process - 4-8 Days
- Topic Specific Visioning Process- graphics
- On-going Process



Before -Town of Dennis



After with 2<sup>nd</sup> & 3<sup>rd</sup> Story Development

# PLANNING

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- Assess Current Situation
- Community Input and Consensus Building
- Strategies for Change

# Strategies for Change

- Zoning
- Housing
- Parking



# Strategies for Change - Zoning

## Zoning and Zoning Overlay

- Types of Use
- Types of Users
- Design

# Strategies for Change - Housing

- Upper Level Units
- Live/Work Space
- Mill Re-use/Adaptive Re-use
- Chapter 40R

# Strategies for Change- Housing

## Upper Level Units

- Rezone
- Height Overlay
- Location

# Strategies for Change - Housing

## Live/Work Space

- Rezone
- Types of Uses
- Size of Uses
- Hours of Operation

# Strategies for Change- Housing

## Adaptive Re-Use/ Mill Re-Use

- Rezone
- Re-Use/In-fill versus Sprawl
- Preserve Community Fabric

# Strategies for Change - Housing

## Chapter 40R

- All-Inclusive New Zoning
- Minimum Density for Residential
- Affordability Requirement
- Design Standards

# Strategies for Change- Parking

## Parking Management

- Availability
- Pricing
- Transportation Alternatives

# Strategies for Change- Parking

## Trends

- Shared Parking
- No Parking for Residential in CBD
- No Parking Requirement Near Municipal Lots in CBD
- Fee in Lieu of parking





# Three Areas of Concentration

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1. Planning
2. Economic Development
3. Organization

# Economic Development

- Visioning and Market Analysis
- Business Mix/Retention
- Potential Markets

# Economic Development – Visioning and Market Analysis

## Analysis

- Is Your Downtown too Big
- Original Downtown Footprint
- Housing Opportunity

# Economic Development

- Visioning and Market Analysis
- Business Mix/Retention
- Potential Markets

# Economic Development – Business Mix

## Analysis

- What do you have
- What can you grow
- What markets need to be supported

# **Economic Development – Business Retention**

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City of Lowell Best Retail Practices Program

Part I – Best Practices Workshop

Part II – In-store Consultation/Report

Part III - \$2,500 Matching Grant

# Economic Development

- Visioning and Market Analysis
- Business Mix/Retention
- Potential Market

# Economic Development – Potential Market

## Creative Economy

- MA Cultural Council Defines it as:  
A means of fostering and promoting the use of cultural resources as a tool for economic development.



# Cultural Economic Development

## Examples of Creative Economy

- Affordable Artists Live/Work Space
- Artist Studio-only Space
- Public Art Programs
- Creative Industries Innovation Centers
- Culture-infused community planning
- River Art Walks

# Cultural Economic Development

## Examples of Creative Economy

- Arts & Entertainment Districts
- Historic Preservation Districts
- Cultural Tourism
- Arts Incubators
- Performing Arts Centers
- Arts and Cultural Festivals

# Creative Economy



# Three Areas of Concentration

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# Organization

## Business Improvement Districts

- Special assessment district which provides supplemental services – Which are above and beyond those provided by government
- Contiguous Geographic Area

# OTHER COMPONENTS

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- Design
- Wayfinding
- Transportation
- Infrastructure
- Sustainable Development Strategies

**This all gets rolled up into .....**



# Downtown Plan

- Issue/Problem Identification
- Inventories (public infrastructure to business uses)
- Strategies for Action
- Management



# Downtown Plan

## Components:

- Market Analysis
- Housing Study
- Design Guidelines
- Parking Study
- Misc. – depending on the community (Site development, Creative Economy)
- Funding Strategies for Recommendations

# Case Studies

- Hyannis
- Quincy
- Dennis
- Haverhill
- Lowell

# Hyannis

- Business Improvement District
- Major Rezoning
- By-law changes
- Parking Study – beginning to look at management
- PWED, CDAG, MassDev,
- Federal Funds
- MCC- John & Abigail

# Quincy

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- Community Visioning Process
- Design Guidelines
- Quincy Center Zoning District
- Urban Renewal Plan
- DIF

## Other Case Studies

- Dennis – Overlay, Design Charrette
- Haverhill- TOD, CDAG
- Lowell – Urban Renewal, MCC John & Abigail Adams Grant